

GEORGE W. DAVIS
MOTOR CAR COMPANY

*“Quality
Counts”*

RICHMOND, INDIANA



MANUFACTURING Plant at Richmond, Indiana, where the designers and builders of the famous Davis Car have produced the 1914 Line of Distinction. The different models being built here this year represent the last word in automobile engineering, and have already demonstrated the correctness of the Davis slogan, "QUALITY COUNTS."

DAVIS MOTOR CARS *for* 1914

TWELFTH YEAR

GEORGE W. DAVIS MOTOR CAR COMPANY
RICHMOND, INDIANA

DAVIS MOTOR CARS

A COMPREHENSIVE LINE

THE complete range of Davis models for the current year will enable the prospective buyer to satisfy almost any requirement. The net result of experience with Sixes is a demand for economy in operation; this is met in both types of the Davis Light Six-50. For those who prefer a four cylinder car of large power a five-passenger Touring model is provided. And two small Fours, with Runabout and Touring bodies, make a strong appeal—through equipment of a class hitherto associated only with cars of twice their price. All models are built lighter per h. p. than the average of their type—by scientific proportioning of each part to its burden, and the use of the finest materials—the result being phenomenal economy in fuel consumption, tire wear, and general maintenance.

The discriminating investor in motor cars will recognize the value of prominent features in Davis equipment which stamp each model as distinctly high class. In the first place, Continental Motors, with the latest style radiators and adequate circulation for proper cooling, are standard throughout the entire line. Center control Warner Transmission, the best carburetors procurable—with air control dash adjustment, and the most efficient ignition, electric lighting and starting systems, are also provided. In addition, a choice of extra large Goodrich or Goodyear tires is given, together with a comprehensive assortment of first-class accessories.

Over and above mechanical attributes of established excellence, Davis Cars offer unusual comfort, convenience, and beauty of design in their superbly balanced bodies. The really flowing stream line of the Six cylinder models, the more reserved appearance of the Four-50, and the smart high line torpedo effect of the “35” type, with Davis body finish, in dark blue and ivory white striping, yield a distinctive appearance, totally different from all other American cars. A celebrated European designer has been employed to work out our 1914 patterns, and our coach builders have faithfully rendered the full charm of the original drawings. Extra large doors, clear floor space in deep tonneaus, with roomy driver's compartments in which perfect ventilation is assured by windshields adjustable to any position, and twelve-inch Turkish upholstery in dull finished, long grain leather, over

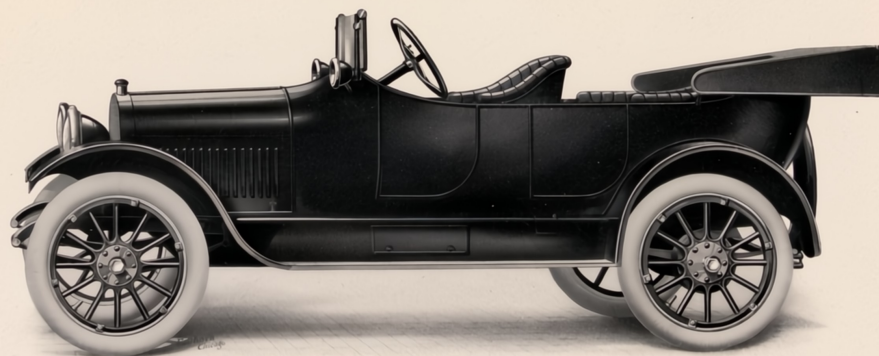
the best quality of curled hair, and oil tempered, double-decked mattress springs, combine to make the luxury of interior appointments harmonize with the beauty of exterior design.

So much for component parts and esthetics. When it comes right down to the point, what are the most important considerations in connection with your purchase of an automobile? The soundness of practise and commercial standing of its maker. They are guaranteed by that greatest of all assets—good will. And that is precisely what you get in value received in your possession of the Davis Car. Our capital is where it belongs, in the manufacturing, not the sales, end of our business. Our determination to build into our product the best that money can buy is founded on the belief that the best we can give is the best the car buyer can get—and that the satisfaction of Davis owners is a great sales force is proved by the fact that the demand invariably exceeds the supply. We have no 1913 cars on hand, so our present line is not only new in design, but brand new in material.

During the twelve years we have been in business our policy has remained unchanged. The rapid development of the industry has in that time necessitated courage for radical departures in practise, but we have yet to see a Davis Car wear out in legitimate service, and ten years hence we expect to see our 1914 chassis carrying wagon bodies, as to-day we are having brought to our attention some of our very first pleasure vehicles transformed into trucks.

Davis Cars, with their endowment of fine equipment and sound construction, are more convincing than all the catalogues in the world. The following pages are merely intended to cover the outstanding features of cars that you cannot afford to overlook. But, “seeing is believing”—let us show you our latest models. Be your own “demonstrator,” subject the car to the severest tests, on any grade or surface, throttle her down to a silent, gliding walk, feel the power leap obediently to your hand; you cannot realize or judge the tremendous differences in appearance and performance which make any Davis model the biggest value of its type on the market, until you have actually experienced its flexibility, easy riding qualities, and perfect poise.

New High Line Torpedo Phaeton



1914 Davis Specifications, Model 35-J

MOTOR—Continental, four-cylinder, $3\frac{1}{2}$ inch bore, 5-inch stroke, cylinders cast *en bloc*, 3-point suspension, unit power plant.

LUBRICATION—Plunger pump, with constant level in crank case.

COOLING—Thermo-Syphon. Vertical tube radiator.

CARBURETOR—Improved type, air control dash adjustment.

IGNITION—Westinghouse combination ignition and lighting generator in one unit.

TRANSMISSION—Warner selective, three-speeds forward and reverse. Chrome vanadium steel gears with new departure ball and Hyatt high duty roller bearings.

FRONT AXLE—I-beam drop forged, cup and cone ball bearings.

REAR AXLE—Three-quarter floating type, extra heavy beveled differential gears, easily adjustable by removing cap over differential housing. Hyatt high duty roller bearings throughout. Weight of car carried entirely on axle tubing. 12-inch external and internal brakes.

CONTROL—Center of body. Left-hand drive. 18-inch corrugated steering wheel.

FRAME—Pressed steel, 4-inch channel. Arched over rear axle.

WHEELBASE—112 inches.

SPRINGS—Half-elliptic front, three-quarter platform rear, 2 inches in width, of the finest Sheldon quality.

TIRE—33 x 4. Firestone demountable rims.

SELF-STARTER—Westinghouse electric motor. Willard storage battery.

LAMPS—Bullet shape. Extra large, black enamel and nickel.

BODY—Stream line design, extra large doors, slightly tapered hood. Upholstery, green dull finish No. 1 leather, over best quality curled hair and oil tempered mattress springs. Deep-tilted, Turkish.

TOP—Silk mohair, with Collins' "Always Ready" curtains.

WINDSHIELD—Plate glass, rain vision, double ventilating.

EQUIPMENT—Stewart flush type speedometer, electric horn, foot rail, robe rail, complete kit of tools, pump and jack, trouble lamp. All mountings best nickel-plating.

PRICE—Five passenger, \$1,335, fully equipped.

UNIQUE SMALL FOURS

NO other automobile manufacturer has ever offered small cars with such high grade equipment. Our models 35-J and K are provided with four-cylinder monobloc Continental Motors, Warner Transmission and Westinghouse Starting, Lighting and Ignition Systems which are "standard" on two and three thousand dollar machines. This installation of the most modern and expensive unit power plant, with up-to-the-minute equipment—as per detailed specifications on each model, and carefully thought out building to light weight and low cost of operation, confirm the favorable impression of smartness and dependability given by our "35s" on inspection and road test.

The motor is of the "L" head type, with all valves enclosed; the housing affords protection against dust and grit, and assures smooth, silent running. Cooling is effected by a Thermo-Syphon system which absolutely prevents overheating; and a cylinder bore measuring $3\frac{1}{2}$ inches, with a 5-inch stroke, guarantees the development of much more than the rated horse-power. This "little-big" motor is a refinement, not a modification, of the celebrated Continental heavier types, and is designed for prolonged, dogged service without replacement or repair. Three point suspension, in accordance with established practise, gives rigidity to motor, clutch and gear-set in one unit of light weight, and precludes any possibility of bearing-disalignment through twisting strain.

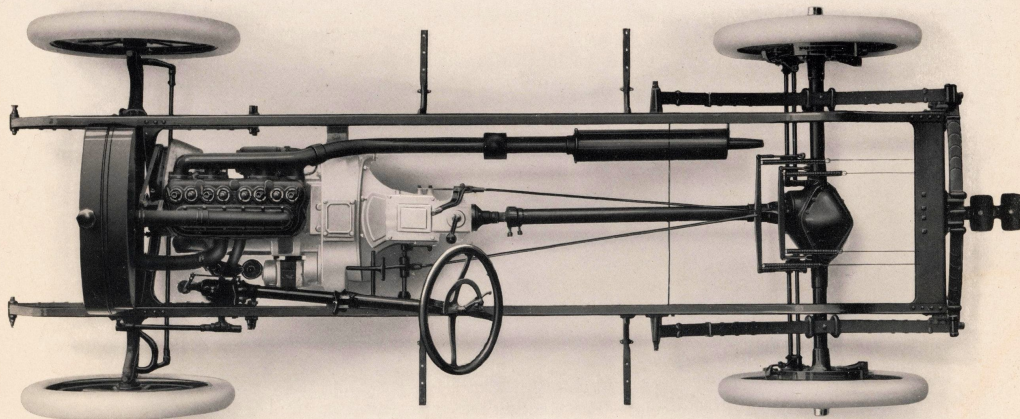
The important matter of proper lubrication has been carefully considered, and the combination of force-feed and splash systems adopted is adequate under all conditions. Plunger pumps force one lead of oil over the front timing gears, and another direct to rear main bearing—connecting rods, etc., being supplied by splash.

Warner three-speed transmission and best type multiple disc dry plate clutch ensure easy and silent gear shifting, through perfect engagement. The release is instant, and all stress on the mechanism is done away with. Center control, with left-hand drive, further simplifies operation—and permits the use of both doors in the driving compartment.

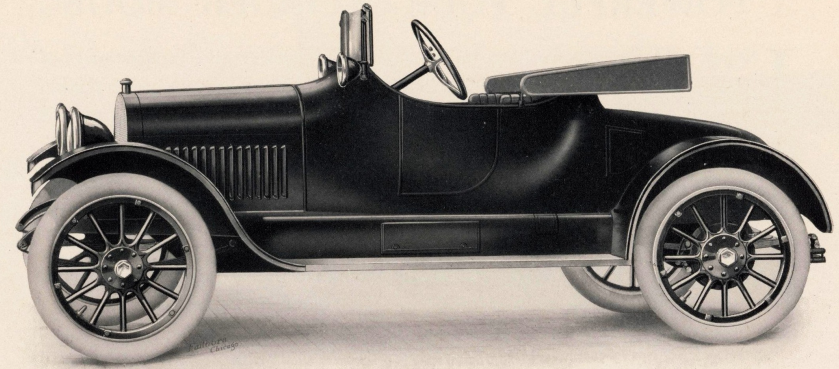
The Westinghouse Self-Starting, Lighting and Ignition system in two units is certain, simple and enduring. The starting motor is placed on the left-hand side.

The pressing of a foot-pedal engages the starting pinion at the end of the motor shaft with the cog gear of the fly wheel, and will start the engine quickly under the severest conditions. The lighting generator is installed on the right-hand side of the motor, and is driven by a shaft from the timing gears. It is self-regulating, so the current can never become too heavy, and shows a satisfactory charging rate—upward of 10 amperes—to our 6 volt, 100 ampere hour Willard storage battery, balancing the lamp load at about 12 miles an hour. The battery supplies ample current for lamps, starting motor and ignition. Maximum spark is always available for snappy ignition and a “fast” car.

On reference to the chassis illustration below, the straight line drive, through one universal joint, floating type of rear axle—with clearance inside of tubing on which car weight is carried, three-quarter platform spring suspension, and ample braking surface, will be observed. Adjustments are provided for in a cap which is easily removable from the differential housing—in no case is it necessary to remove the car body from the rear axle. Davis owners who take care of their own cars will appreciate the accessibility and logical placement of all parts on the chassis, the quality, co-ordination and durability of which are responsible for the ever-readiness of these models.



New High Line Torpedo Roadster



1914 Davis Specifications, Model 35-K

MOTOR—Continental, four-cylinder, $3\frac{1}{2}$ -inch bore, 5-inch stroke, cylinders cast *en bloc*, 3-point suspension, unit power plant.

LUBRICATION—Plunger pump, with constant level in crank case.

COOLING—Thermo-Syphon. Vertical tube radiator.

CARBURETOR—Improved type, air control dash adjustment.

IGNITION—Westinghouse combination ignition and lighting generator in one unit.

TRANSMISSION—Warner selective, three-speeds forward and reverse. Chrome vanadium steel gears with new departure ball and Hyatt high duty roller bearings.

FRONT AXLE—I-beam drop forged, cup and cone ball bearings.

REAR AXLE—Three-quarter floating type, extra heavy beveled differential gears, easily adjustable by removing cap over differential housing. Hyatt high duty roller bearings throughout. Weight of car carried entirely on axle tubing. 12-inch external and internal brakes.

CONTROL—Center of body. Left-hand drive. 18-inch corrugated steering wheel.

FRAME—Pressed steel, 4-inch channel. Arched over rear axle.

WHEELBASE—112 inches.

SPRINGS—Half-elliptic front, three-quarter platform rear, 2 inches in width, of the finest Sheldon quality.

TIRE—33 x 4. Firestone demountable rims.

SELF-STARTER—Westinghouse electric motor. Willard storage battery.

LAMPS—Bullet shape. Extra large, black enamel and nickel.

BODY—Stream line design, extra large doors, slightly tapered hood. Upholstery, green dull finish No. 1 leather, over best quality curled hair and oil tempered mattress springs. Deep-tilted, Turkish.

TOP—Silk mohair, with Collins' "Always Ready" curtains.

WINDSHIELD—Plate glass, rain vision, double ventilating.

EQUIPMENT—Stewart flush type speedometer, electric horn, foot rail, complete kit of tools, pump and jack, trouble lamp. All mountings best nickel-plating.

PRICE—Two-passenger, \$1,335, fully equipped.

The Acme of Perfection in Powerful Fours

A POWERFUL FOUR-CYLINDER MODEL

IN our 1914 Four-50 we have built to meet the conservative requirements of those who foresee a reversion to four-cylinder engines; and the long stroke, 4-cycle, "L" head type of Continental Motor which we are installing on this model certainly yields power in plenty to meet any demand.

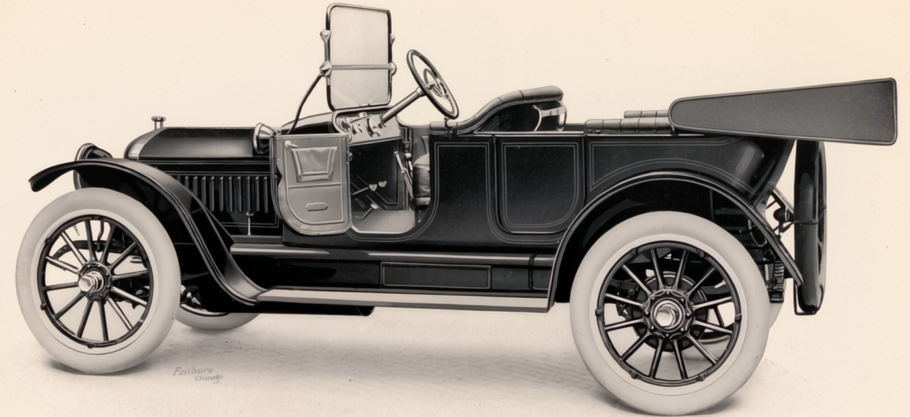
Lubrication of timing gears and main bearing is afforded by plunger pumps—the middle crank shaft, connecting rod bearings, etc., being oiled by a splash system.

Cooling is provided for by a centrifugal force-feed pump, large steel fan, and latest type nickel-plated cellular radiator. The ignition is dual, from a Bosch high tension magneto and Willard storage battery.

As will be noted in the chassis illustration, power is transmitted in absolutely straight line, and double universal joints are provided to compensate for any disalignment between motor and differential. Warner selective transmission, with center control, and irreversible steering gear make for pliant action and effortless driving.

Gray and Davis Self-Starting and Lighting Systems are so well established in public favor that it is unnecessary to say anything of their efficiency. They add the final touch. A young girl can operate this car.

Full floating rear axle, thoroughly efficient internal expanding and external contracting brakes, three-quarter platform spring suspension, large tires with demountable rims, air control dash adjustment for carburetor, and handy arrangement of other instruments on cowl board, complete the fine points of the up-to-date Davis Model 50-A.



1914 Davis Specifications, Model 50-A

MOTOR—Continental, four-cylinder, $4\frac{1}{2}$ -inch bore, $5\frac{1}{2}$ -inch stroke, cylinders cast in pairs.

LUBRICATION—Positive plunger pump, with constant level in crank case.

COOLING—Centrifugal force-feed pump, insuring ample circulation at all speeds. Nickel-plated cellular radiator.

CARBURETOR—Stromberg improved type, air control dash adjustment.

IGNITION—Bosch high tension magneto.

TRANSMISSION—Warner selective, three-speeds forward and reverse. Chrome vanadium steel gears, with Rhineland annular ball bearings, made in Germany.

FRONT AXLE—I-beam drop forged, cup and cone ball bearings machined from solid stock.

REAR AXLE—Full floating type, extra heavy beveled differential gears, easily adjustable. Extra large double row annular ball wheel bearings. Large and powerful external and internal brakes.

CONTROL—Center of body. Right hand drive. 18-inch corrugated steering wheel.

FRAME—Pressed steel, $4\frac{1}{2}$ -inch channel. Arched over rear axle.

WHEELBASE—118-inches.

SPRINGS—Half-elliptic front, three-quarter platform rear, 2 inches in width, of the finest Sheldon quality.

TIRE— $37 \times 4\frac{1}{2}$. Firestone demountable rims.

SELF-STARTER—Gray & Davis electric generator and starter. Willard storage battery.

LAMPS—Gray & Davis, bullet shape. Extra large head lamps.

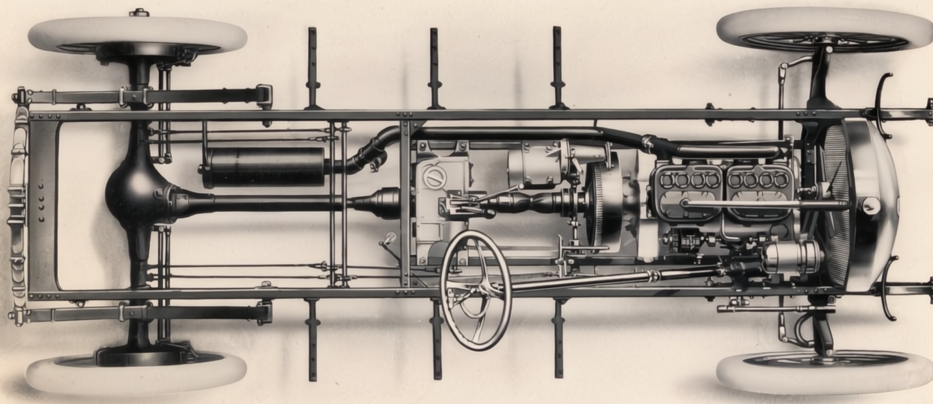
BODY—Very attractive design. Large doors. Upholstery, green dull finish No. 1 leather, over best quality curled hair and oil tempered, double-deck mattress springs. Deep-tilted, Turkish.

TOP—Best quality long grain Neverleek Fabric. Collins' "Always Ready" curtains.

WINDSHIELD—Plate glass, rain vision, double ventilating.

EQUIPMENT—Warner flush type speedometer, Klaxonet horn, foot rail, robe rail, complete kit of tools, pump and jack, trouble lamp. All mountings best nickel-plating.

PRICE—Five-passenger, \$1,985, fully equipped.

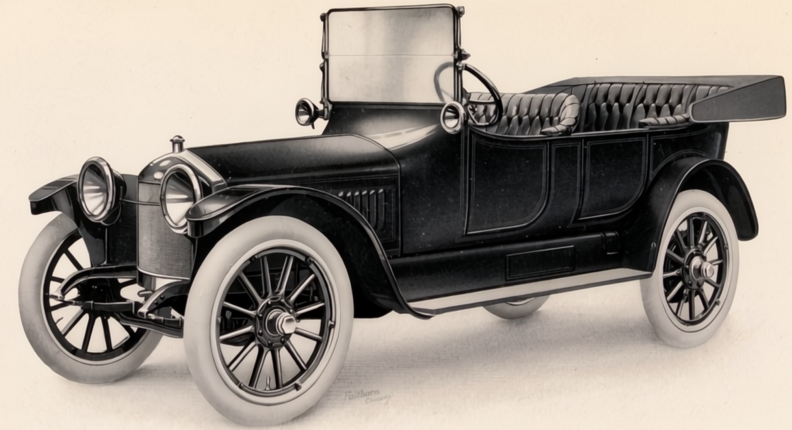


DAVIS LIGHT SIXES

OUR response to insistent demands for Sixes, built along the lines which have established Davis Cars so firmly in public favor, is only made after prolonged and exhaustive tests. We have awaited the solution of serious problems—problems of cooling, fuel consumption, tire wear and weight—before formulating theories or attempting experiments. During the last two years many questions have been settled; and we have proved to our own satisfaction that Sixes *can* be built which will neither heat nor cost a fortune to run.

We are introducing two six-cylinder models for the season of 1914, each of which has been tried, and not found wanting, under actual conditions of the most exacting kind. During one of the hottest spells last summer two of our stock cars covered the distance between Richmond, Indiana, and Boston under widely different conditions. The regular Six-50 with a full complement of passengers, not to mention luggage and two spare tires inflated on rear brackets, started out on a reliability run, over a route which had been selected to give stiff grades and widely varying surfaces, through the wilds of Pennsylvania's rugged mountains, and, finally, over the sand and corduroy of New England's mighty hills. The six-passenger model, with only a driver and mechanic up, set out on a hard grind against time. The "speed boys" naturally picked the smoothest possible course, and their car, with twenty-one gallons of gasoline in the tank, nine gallons of water in the radiator, two extra tires, and all equipment for the road, weighed 3,650 pounds gross. (We didn't weigh the other!) Both cars stood the gaff, and to say that the conditions were arduous is drawing it mild. Both engines worked "sweetly," with absolute freedom from that "coarseness" which has been the despair of engineers in their attempts to turn out a really "light" Six. We found that there was so much power available that it was only on very heavy grades, or long, straight stretches of fine surface that the motors could be opened out to their fullest extent, and even when exceedingly high speeds were being maintained, or steep ascents negotiated, the work was taken with such ease as to give assurance of long life and increasing, rather than depreciating, power. The net result of the tests enable us to claim more mileage to the gallon of gasoline than any other Six of the same power and carrying capacity—the average consumption from

European Stream Line *Par Excellence*



1914 Davis Specifications, Six-50

MOTOR—Continental, six-cylinder, $3\frac{3}{4}$ -inch bore, $5\frac{1}{4}$ -inch stroke, cylinders cast in sets of three, unit power plant.

LUBRICATION—Positive plunger pump, with constant level in crank case.

COOLING—Centrifugal force-feed pump, insuring ample circulation at all speeds. Nickel-plated cellular radiator.

CARBURETOR—Stromberg improved type, air control dash adjustment.

IGNITION—Mea high-tension magneto, positively water-proof.

TRANSMISSION—Warner selective, four-speeds forward and reverse. Chrome vanadium steel gears, with Rhinelander annular ball bearings, made in Germany.

FRONT AXLE—I-beam drop forged, cup and cone ball bearings machined from solid stock.

REAR AXLE—Full floating type, extra heavy beveled differential gears, easily adjustable. Extra large double row annular ball wheel bearings. Large and powerful external and internal brakes.

CONTROL—Center of body. Left-hand drive. 18-inch corrugated steering wheel.

FRAME—Pressed steel, $4\frac{1}{2}$ -inch channel. Arched over rear axle.

WHEELBASE—128 inches.

SPRINGS—Half-elliptic front, three-quarter platform rear, 2 inches in width, of the finest Sheldon quality.

TIRE—37 x $4\frac{1}{2}$. Firestone demountable rims.

SELF-STARTER—Gray & Davis single unit electric generator and starter. Willard storage battery. Absolutely noiseless, no gears whatever connected with fly-wheel.

LAMPS—Gray & Davis, bullet shape. Extra large head lamps.

BODY—European stream line design, extra large doors, slightly tapered hood, round front European design radiator to harmonize with lines of body. Upholstery, green dull finish No. 1 leather, over best quality curled hair and oil tempered, double-deck mattress springs. Deep-tilted, Turkish.

TOP—Best quality long grain Neverleek Fabric. Collins' "Always Ready" curtains.

WINDSHIELD—Plate glass, rain vision, double ventilating.

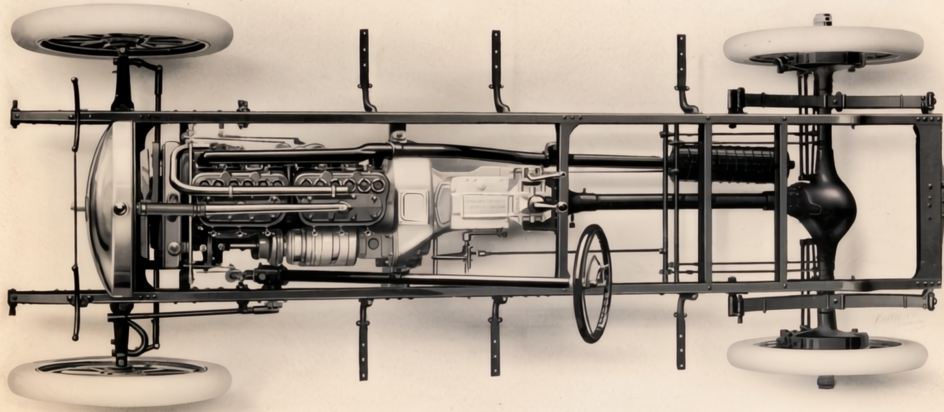
EQUIPMENT—Warner flush type speedometer, Klaxonet horn, foot rail, robe rail, complete kit of tools, pump and jack, trouble lamp. All mountings best nickel-plating.

PRICE—Five passenger, \$2,150, fully equipped.

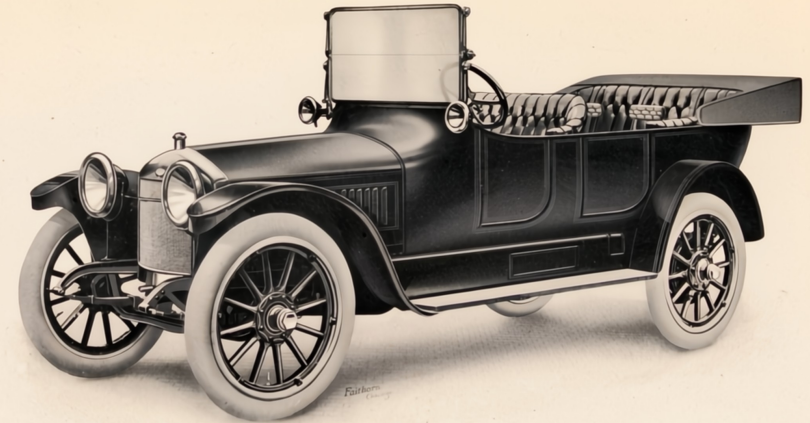
Richmond to Boston for the heavily laden five-passenger model being fourteen miles to the gallon—and *neither engine was overheated from start to finish!*

Beyond this account of actual performances it is impossible to convey any adequate idea of either the outward appearance of, or the qualities inherent in, these latest examples of Davis engineering and design. However, these big brothers of the other Davis Cars offer a superabundance of power, with all the latest luxuries; and their worth in component parts, workmanship, and beauty of design may be gathered from the specifications and reproductions on both models.

In the last analysis, three point suspension of power plant, together with the remarkably easy-riding qualities of our three-quarter platform spring suspension, and the assurance of maximum service with minimum operating expense, guarantee your lasting satisfaction. In buying a Davis Six-50 you do not have to nerve yourself to heavy expenditure, and the purchase price will always represent a sound investment. The exclusive European design which makes these models distinctively different from all other American cars is neither freakish nor a merely passing fashion. Driving a car which possesses all the attributes of mechanical excellence, with beauty and fitness of body design, is all that is needed to clinch your conviction that the Light Davis Six establishes a new standard in motor car values, and we therefore ask you to let the car speak for itself.



European Design Six Passenger *de Luxe*



1914 Davis Specifications, Six-50

MOTOR—Continental, six-cylinder, $3\frac{3}{4}$ -inch bore, $5\frac{1}{4}$ -inch stroke, cylinders cast in sets of three, unit power plant.

LUBRICATION—Positive plunger pump, with constant level in crank case.

COOLING—Centrifugal force-feed pump, insuring ample circulation at all speeds. Nickel-plated cellular radiator.

CARBURETOR—Stromberg improved type, air control dash adjustment.

IGNITION—Mea high-tension magneto, positively water-proof.

TRANSMISSION—Warner selective, four-speeds forward and reverse. Chrome vanadium steel gears, with Rhineland annular ball bearings, made in Germany.

FRONT AXLE—I-beam drop forged, cup and cone ball bearings machined from solid stock.

REAR AXLE—Full floating type, extra heavy beveled differential gears, easily adjustable. Extra large double row annular ball wheel bearings. Large and powerful external and internal brakes.

CONTROL—Center of body. Left-hand drive. 18-inch corrugated steering wheel.

FRAME—Pressed steel, $4\frac{1}{2}$ -inch channel. Arched over rear axle.

WHEELBASE—128 inches.

SPRINGS—Half-elliptic front, three-quarter platform rear, 2 inches in width, of the finest Sheldon quality.

TIRE—37 x $4\frac{1}{2}$. Firestone demountable rims.

SELF-STARTER—Gray & Davis single unit electric generator and starter. Willard storage battery. Absolutely noiseless, no gears whatever connected with fly-wheel.

LAMPS—Gray & Davis, bullet shape. Extra large head lamps.

BODY—European stream line design, extra large doors, slightly tapered hood, round front European design radiator to harmonize with lines of body. Upholstery, green dull finish No. 1 leather, over best quality curled hair and oil tempered, double-deck mattress springs. Deep-tilted, Turkish.

TOP—Best quality long grain Neverleek Fabric. Collins' "Always Ready" curtains.

WINDSHIELD—Plate glass, rain vision, double ventilating.

EQUIPMENT—Warner flush type speedometer, Klaxonet horn, foot rail, robe rail, complete kit of tools, pump and jack, trouble lamp. All mountings best nickel-plating.

PRICE—Six-passenger, \$2,185, fully equipped.

GUARANTEE

WE warrant the motor vehicles manufactured by us for *six months* after the date of shipment, this warranty being limited to the furnishing at our factory of such parts of the motor vehicle as shall, under normal use and service, appear to us to have been defective in material or workmanship.

This warranty is limited to the shipment to the purchaser, without charge, except for transportation, of the part or parts intended to replace the part or parts claimed to have been defective, and which, upon their return to us at our factory for inspection, we shall have determined were defective, and provided the transportation charges for the parts so returned have been prepaid. We make no warranty whatever in respect of tires or rims.

The condition of this warranty is such that if the motor vehicle to which it applies is altered or repaired outside of our factory, our liability under this warranty shall cease.

The purchaser understands and agrees that no warranty of the motor vehicle is made, or authorized to be made, by the company, other than that hereinabove set forth.

